



# Ajman Chamber Strategy

2030 - 2024

# Ajman Chamber Strategy (2024 – 2030)

## [Vision]

Ajman A vibrant economic city, leading in enhancing the quality of life, attracting investment, and facilitating business.

## [Mission]

Empower the business community in the Emirate and provide an environment that fosters economic activities to achieve the highest levels of prosperity and sustainable economic diversification.

## [Strategic Goals]

### The Primary Goal: Supporting Economic Development and Encouraging Entrepreneurship

(1.1): Providing a stimulating and supportive environment for entrepreneurship and qualifying national competencies in various economic fields  
(2.1): Building partnerships and developing collaborative relationships to enhance economic growth in the emirate.

### The Second Goal: Enhancing the Competitiveness of the Emirate and Attracting Investment

(1.2): Providing proactive services to the business community, ensuring their inclusiveness and integration with global best practices.  
(2.2): Developing the legislative framework to ensure alignment with global changes, the prosperity of economic sectors, and the attraction of investments.

### The Third Goal: Achieving Financial Sustainability and Managing Institutional Resources Efficiently and Effectively

(1.3): Empowering and investing in human capital, ensuring its sustainability, enhancing its efficiency, and promoting a stimulating and positive work environment  
(2.3): Sustainability of financial performance and ensuring optimal utilization of resources.

### The Fourth Goal: Employing Innovative Practices and Digital Transformation for Services and Operations

(1.4): Enhancing Innovation and Readiness for the Future and Supporting Digital Transformation within the Institutional Work System.

## [Core Values]



Pioneering and  
Innovation



Leadership and  
Teamwork



Partnership and  
Integration



Flexibility and  
Proactivity



Readiness for the  
Future



Global Sustainability